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Via E-Mail  
July 1, 1996

To: All Retail Divisions With Amerada Hess Accountability  
All Applicable ROU's  
KAM's, AM's, Sales Representatives With Hess Division Office Accountability

RE: Hess Co-Op (0353-02-00)  
Hess Mart (0353-03-00)  
**SIGNATURE** Introduction Information

Listed below are preliminary details regarding the upcoming introduction of our **SIGNATURE** Forsyth Brand in all Hess Co-Op's and Marts:

- **Timing** First shipment (distribution) date to stores the week of July 15  
35 cartons to each Hess Mart and 20 cartons to each Co-Op.
- **Styles** FF 85's/100's, Light 85's/100's, Ultra 85's/100's, Menthol Light 85's 100's, Full Flavor 85's/100's
- **Display (s)** **Hess Marts** Semi Permanent pack/carton display to be shipped to each store the week of July 8. Stores will assemble and place special Hess POS on the riser card section.  
**Hess Co-Op's** Temporary Package Counter display to be shipped by Hess Cigarette Suppliers the week of July 15 with initial product distribution. Stores will assemble, fill, and place POS on displays.  
Note: A permanent 12 facing pack display is being made and will be available in July for both Marts and Co-Op's. Instructions will be sent at that time regarding product facings.
- **Introduction** July Distribution to stores, placement of displays and advertising.  
August Placement of Hess outdoor "Lock Signs" featuring **SIGNATURE** advertising and special low single pack price which will vary by market.

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- **Pricing** All Hess Locations will reduce price points from 4 to 3 levels... Full Price, Mid Price, and **SIGNATURE**. Prices will vary by market, and will be extremely competitive.
- **Field Sales Accountability**  
KAM's, AM's Sales Reps With Division Responsibility Ensure that all Hess Division Managers are made aware of the Introduction.  
Retail Representatives Ensure that both floor displays and pack displays (as well as advertising) have been placed proper.

**SIGNATURE** offers RJR a tremendous opportunity to improve our retail presence in Hess. At the same time **SIGNATURE** make Hess more competitive in the area of Private Label. As a true Retail Partner Hess is willing to advertise, display and price the Brand to make it more than competitive in each of its Markets. In short, a *win-win* situation for both companies.

Your follow-through on the above is greatly appreciated.

If you have any questions, please call me.

Best Regards,

*Nick Kuruc*

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